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REMARKS

The application has been reviewed in light of the final Office Action dated March 15, 2006. Claims 1-63 were pending. By this Amendment, claims 1, 14, 15, 29 and 43-45 have been amended to clarify the claimed invention, and new dependent claim 64 has been added. Accordingly, claims 1-64 are now pending, with claims 1, 14, 15, 29 and 43-45 being in independent form.

Claims 1-10, 14-24, 28-54 and 58-61 were rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over U.S. Patent No. 6,622,174 to Ukita et al. in view of U.S. Patent No. 6,601,037 to Kolls et al. Claims 11, 12, 25, 26 and 55-57 were rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over Ukita in view of Kolls and further in view of U.S. Patent No. 5,875,422 to Eslambolchi et al. Claims 13 and 27 were rejected under 35 U.S.C. § 103(a) as purportedly unpatentable over Ukita in view of Kolls and further in view of U.S. Patent No. 5,884,246 to Boucher et al.

Claims 62 and 63 which were added by the Amendment filed on December 12, 2005 were apparently not examined by the Patent Office. The March 15, 2006 Office Action indicates that the pending claims of this application are claims 1-61 (when in fact claims 1-63 were pending). Accordingly, applicant requests withdrawal of the finality of the March 15, 2006 Office Action and examination of claims 62 and 63. Applicant does not find teaching or suggestion of the subject matter of claims 62 and 63 in the cited art.

In addition, Applicant respectfully submits that independent claims 1, 14, 15, 29 and 43-45 are patentable over the cited art, for at least the following reasons.

This application relates to improvements to facsimile equipment directed to take advantage of the unoccupied time while the user is waiting for a document (fed by the user) to be

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scanned or transmitted by the apparatus, by displaying advertisements on the facsimile apparatus. Each of independent claims 1, 15, 29, 43 and 44 addresses these features, as well as additional features. In addition, current and relevant advertisement information can be maintained by acquiring the advertisement information from an advertisement server at a constant time interval. Each of independent claims 14 and 45 addresses these features, as well as additional features.

Ukita, as understood by Applicant, proposes a handheld communication terminal (such as a PDA) including a browser for accessing information available through the Web. Ukita, column 19, lines 15-25, proposes that advertisements can be provided through the browser when the terminal is in a connection standby state, waiting to be connected to a server through an ISP. Ukita proposes that the handheld terminal can have various communication functions, including limited facsimile communication capability, and at column 33, lines 33-38, that the user can use a memo function to enter the information to be faxed and then select a fax transmission function to transmit the memo by facsimile transmission.

As acknowledged in the Office Action, Ukita does not disclose or suggest a facsimile apparatus including a scanner section for scanning a document.

Moreover, the limited facsimile communication capability proposed by Ukita does not involve scanning of a document (since the terminal proposed by Ukita simply does not have such scanning capability), and Ukita fails to disclose or suggest causing advertisement information to be displayed when a document is being scanned and image data is being accumulated, as provided by the claimed invention of each of independent claims 1, 15, 29, 43 and 44.

In addition, Ukita, column 8, lines 24-27 which was cited in the Office Action states as follows: "According to the present embodiment, the member terminal 1 has excellent portability, and allows for provision of various times of information services regardless of time or place,

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simply by accessing the common server device 2.”

Thus, although Ukita proposes that advertisement information can be received when the terminal connects to a common server, Ukita neither disclose nor suggests that the advertisement information is acquired from an advertisement server at a constant time interval, as provided by the claimed invention of each of independent claims 14 and 45.

Kolls, as understood by Applicant, proposes an e-commerce station intended for public access to e-mail, electronic commerce and electronic business. Kolls proposes to allow the e-commerce station to vend assorted electronic commerce and business related products and services, and therefore the station may be configured to include assorted information technology equipment (including a laundry list of dozens of such equipment mentioned in Kolls). In addition, Kolls proposes that in order to stimulate commerce at the station, advertisements are displayed at the station and the user is provided with means for purchasing the advertised goods or services via the station.

Kolls, column 23, lines 1-3, states as follows: “Processing in block 714 refreshes the display as advertisement, or marketing data change. Processing then moves to block 716 of FIG. 9B.”

Kolls, column 38, lines 63-67, states as follows: “In an exemplary embodiment a system 500 or a universal server displays interactive advertisements. Each time an advertisement is displayed a count of occurrences, and or response, and or a dollar amount is accrued, tallied, or calculated.”

However, contrary to the contention in the Office Action, Kolls neither discloses nor suggests that the display of advertisements are tied to operation of the facsimile apparatus. If the Examiner should disagree therewith, applicant respectfully requests that the Examiner specify by

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column and line numbers where basis for disagreement can be found in the reference.

Eslambolchi, as understood by Applicant, proposes automatic language translation in a telecommunication network.

Boucher, as understood by Applicant, proposes techniques for translating communications transmitted via the Internet from a first language to a second language.

Applicant does not find disclosure or suggestion in the cited art, however, of a facsimile apparatus comprising a scanner section for scanning a document and generating image data corresponding to the scanned document to be transmitted, a network interface device, an advertisement information acquiring device, a display device, and a displaying control device, wherein the displaying control device causes the advertisement information to be displayed when the document is being scanned and the image data is being accumulated, as provided by the claimed invention of claim 1 as amended. Independent claims 15, 29, 43 and 44 are patentably distinct from the cited art for at least similar reasons.

In addition, Applicant does not find disclosure or suggestion in the cited art of a facsimile apparatus comprising a network interface device, an advertisement information acquiring device configured to acquire advertisement information from an advertisement server connected to the network via the network interface device, a display device, and a displaying control device, wherein the advertisement information acquiring device acquires the advertisement information from the advertisement server at a constant time interval, as provided by the claimed invention of claim 14. Independent claim 45 is patentably distinct from the cited art for at least similar reasons.

Accordingly, for at least the above-stated reasons, Applicant respectfully submits that independent claims 1, 14, 15, 29 and 43-45, and the claims depending therefrom, are patentable.

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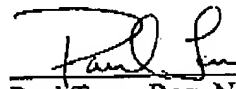
over the cited art.

In view of the amendments to the claims and remarks hereinabove, Applicant submits that the application is now in condition for allowance. Accordingly, Applicant earnestly solicits the allowance of the application.

If a petition for an extension of time is required to make this response timely, this paper should be considered to be such a petition. The Patent Office is hereby authorized to charge any fees that may be required in connection with this amendment and to credit any overpayment to our Deposit Account No. 03-3125.

If a telephone interview could advance the prosecution of this application, the Examiner is respectfully requested to call the undersigned attorney.

Respectfully submitted,


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